

## JMR cases in Japanese

Industry	Japanese	English	Notes	
Food	味の素	Ajinomoto	seasoning and instant food products	
	カゴメ	Kagome	seasoning and beverage, on tomato related products	
	キッコーマン	Kikkoman	seasonings; soy sauce	
	日清食品ホールディングス	Nissin Foods Holdings	instant food products	
	ハウス食品	House Foods	seasoning and instant food products; known for its curry related products	
	明治製菓	Meiji Seika Kaisha	snacks and instant food. Expanding into health care food.	
	森永製菓	Morinaga & Co.	snacks. caramel its representative product.	
	雪印乳業	Snow Brand	dairy products; know for its baby milk powder	
	明治乳業	Meiji Dairies Corp.	dairy products, including cheese and ice cream	
	ニチレイ	Nichirei	prepared frozen food and instant food.	
	加ト吉	Table Mark Co.	prepared frozen food and instant food; formerly known as Katochi.	
	エスビー食品	S&B Food Inc.	seasoning, on spice and herbal seasoning.	
	山崎製パン	Yamazaki Baking Co.	bakery products.	
	江崎グリコ	Ezaki Glico Co.	snacks, including chocolate cookies and ice cream products.	
	カルビー	Calbee Foods Co.	snacks, in potato chips and other cookies.	
	明星食品	Myojo Foods Co.	instant noodles; company belongs to Nissin Group	
	東洋水産	Toyo Suisan	instant noodles made under the "Maruchan" brand name.	
	キューピー 日本水産	Kewpie Nissui	seasoning; dominant mayonnaise brand in prepared frozen food and instant food.	
	Beverage	アサヒビール	Asahi Breweries	beer and alcoholic beverages; perennial competitors to Kirin
		伊藤園	Itoen	tea beverage products.
麒麟ホールディングス		Kirin Holdings Co.	beer and other alcoholic products; tops in 2010 in beer market share.	
麒麟ビバレッジ		Kirin Beverage Company	part of Kirin Holdings, on soft drinks such as tea and coffee.	
サッポロホールディングス		Sapporo Holdings	alcohol and soft drinks. company also runs restaurants that serve all kind of their beer.	
サントリーホールディングス		Suntory Holdings	alcohol and soft drinks; also make whiskey.	
宝ホールディングス		Takara Holdings Inc.	producing traditional Japanese sake liquors.	
カルピス		Calpis Co.	lactic acid drinks.	

Pharmaceutical:	ロート製薬	ROHTO Pharmaceutical Co.	pharmaceutical company; known for skin care products such as Mentholatum product series
	武田薬品工業	Takeda Pharmaceutical Co.	pharmaceutical company especially known for medication products
	大塚製薬	Otsuka Pharmaceutical	pharma company; also health care food and beverage. Makes Pocari Sweat.
Cosmetics	エスティ ローダー	<b>Estée Lauder</b> Inc.	cosmetics company on high-end skin care products
	花王	Kao Corporation	cosmetics company; daily care products such as face or body cleanser or detergent
	カネボウ	Kanebo Cosmetics	cosmetics company with several brands of cosmetic and skin care products.
	資生堂	Shiseido	cosmetic company ; recently skin care, and collagen drinks.
	P&G	P & G	company with consumer products such as shampoos and body cleanser
	ファンケル	Fancl Corp.	cosmetic company
	ユニ・チャーム	Unicharm	consumer product company known for its sanitary products
	ユニリーバ	Unilever	consumer product company known for its LUX brand in Japan
	ライオン	Lion Corp.	consumer product company known for dental care products and detergent
	ロレアル	L'OR AL	cosmetics company known for its cosmetics and beauty care related products
	マンダム	Mandom	cosmetic product company known for its male targeted products.
	コーセー	KOS Corp.	cosmetics company; popular line of skin whitening products.
	Photographic & Optic:	Eastman Kodak Company	Eastman Kodak Company
富士フイルム		Fujifilm Corp.	Japanese imaging, photographic & optical equipment/supplies manufacturers.
IT/Electronics	IBM	IBM	IT service provider especially Server
	NEC(日本電気)	NEC	IT product manufacture known for its laptop and cell phone products
	キヤノン	Canon Inc.	optical focused company producing digital cameras and printers
	三洋電機	Sanyo Electric Co.	household electronic appliances
	シャープ	Sharp Corp.	manufactures of household electronic appliances and cell phones
	ソニー	Sony Corp.	household electronic appliances and cell phones. Play Station series
	東芝	Toshiba Corp.	manufactures of household electronic appliances and cell phones. Major industrial products and IT maker.
	日立製作所	Hitachi	household electronic appliances and industrial group.

	ヒューレット・パッカー	Hewlett-Packard	IT product manufacture, personal computer and printer for personal and business users.
	富士通	Fujitsu	manufacture of IT products and household electronic appliances.
	ブラザー工業	Brother Industries	manufacture of printers and sewing machines
	パナソニック	Panasonic Corp.	consumer household electronic appliances. Formerly known as Matsushita Electronics
	リコー	Ricoh Company	photocopying, camera, and optical products.
	任天堂	Nintendo	manufacture of games including the Wii game platform.
	パイオニア	Pioneer	consumer audio-visual electronic appliances.
	セイコーエプソン	Seiko Epson Corp.	printers and also other optical products such as scanner and projectors
	カシオ計算機	Casio Computer	computing equipment such as calculator or recently digital cameras.
IT/ Comm.	デル	Dell	PC manufacturer
	NTT	NTT	ex-state owned telecommunication company.
	NTTドコモ	NTT Docomo	NTT Docomo is company under the NTT group, providing mobile phone system service telecommunication company. AU under the
	KDDI	KDDI	KDDI group provides cell phone services
	ウィルコム	Willcome Inc.	PHS system cell phone service provider recently take over by Softbank.
	楽天	Rakuten Inc.	biggest Japanese online business group; provides on-line sales, shopping sites, on-line travel agency, etc.
	ソフトバンク	SoftBank Corp.	telecommunications and media corporation, which is the only authorized retailer of -
	イー・アクセス	eAccess	telecommunication company that provides ADSL services to other ISPs.
	ライブドア	Livedoor Co. Ltd	Internet service provider runs web portal and numerous other businesses.
	京セラ	Kyocera Corp.	industrial ceramics, solar power generating systems, telecommunications equipment and electronic components
	村田製作所	MuratManufacturing Co.	manufacturer of electronic components
	東京エレクトロン	Tokyo Electron	manufacturer of semiconductor fabrication equipment and flat panel display (FPD) production equipment.
	YOZAN	YOZAN Inc.	originally a pager manufacturer; now making mobile and WiMAX communication systems
	キーエンス	Keyence Corp.	sensors, barcode readers, vision systems and measuring equipment.
	日本電産	Nidec Corp	manufacturer of electric motors
	エルピーダメモリ	ElpidMemory, Inc.	manufactures and sells dynamic random-access memory products.
Automotive	トヨタ自動車	ToyotMotor Corp.	world's largest automobile manufacturer by sales and production.

	日産自動車	Nissan Motor Company,	formerly core member of the Nissan Group, but more independent after its restructuring under Carlos Ghosn.
	本田技研工業	Honda Motor Co.	manufacturer of automobiles and motorcycles.
	マツダ	Mazda Motor Corp.	automotive manufacturer largely owned by Ford Motor Corp.; stake owned by Ford
	スズキ	Suzuki Motor Corp	specializes in manufacturing compact car specialists, 4x4 vehicles and motorcycles
	富士重工業	Fuji Heavy Industries	heavy industry conglomerate; maker of Suburu cars.
	ブリヂストン	Bridgestone Corp.	rubber conglomerate, the biggest tire manufacturer.
	東洋ゴム工業	Toyo Tire & Rubber Co.	tires and other automotive related rubber products.
Distribution	イオン	Aeon Co.	operates JUSCO supermarkets directly in company owned by Seven & i Holdings Co.
	イトーヨーカ堂	Ito-Yokado Co.	and operates the Ito-Yokado supermarket chain convenience store system owned by Itochu Corp and operated by FamilyMart Co.
	エーエム・ピーエム	am/pm	merger of convenience store company from Circle K and Sunkus. Now 4th biggest convenience stores in Japan
	サークルKサンクス	Sunkus Co. Ltd	chain convenience store owned and operated by Seven & i Holdings Co.
	セブン-イレブン・ジャパン	Seven-Eleven	supermarkets, undergoing restructuring process supported by Marubeni Corporation
	ダイエー	Daiei, Inc.	Japan's third largest convenience store chain; owned by FamilyMart Company; main shareholder is Itochu.
	ファミリーマート	FamilyMart Co. Ltd	number two in convenience store chains in Japan, after giant 7-Eleven.
	ローソン	Lawson Inc.	large Japanese department store chain.
	高島屋	Takashimaya Co.	department store chain currently owned by Isetan Mitsukoshi Holdings
	三越	Mitsukoshi	department store chain currently owned by Isetan Mitsukoshi Holdings
	伊勢丹	Isetan Co.	department store chain currently owned by Isetan Mitsukoshi Holdings
	ファーストリテイリング(ユニクロ)	Fast Retailing Co. (Uniqlo)	apparel company that owns and operates Uniqlo stores in Japan, China and elsewhere.
	九九プラス	Ninety-nine Plus Inc.	Lawson groups discount convenience store unit
	日本マクドナルドホールディングス	McDonald's Holdings Japan	fast food restaurant chain.
すかいらーく	Skylark Co.	chain family restaurant. branded as "Gasuto."	